

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>Applicants:</b>	Hornreich <i>et al.</i>	<b>Conf. No.:</b>	3247
<b>Serial No.:</b>	10/724,931	<b>Art Unit:</b>	3689
<b>Filing Date:</b>	12/01/2003	<b>Examiner:</b>	Long, Fonya M.
<b>Title:</b>	SUBSCRIPTION-BASED DYNAMIC CONTENT UPDATE	<b>Docket No.:</b>	IL920030041 US1 (IBML-0039)

Mail Stop Appeal Brief- Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL BRIEF OF APPELLANTS**

This is a supplemental Claims Appendix in response to the Notice of Non-Compliant  
Appeal Brief dated April 2, 2009.

Respectfully submitted,

/Hunter E. Webb/

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Hunter E. Webb  
Reg. No.: 54,593  
(ND)

Date: April 3, 2009

Hoffman Warnick LLC  
75 State Street, 14<sup>th</sup> Floor  
Albany, New York 12207  
(518) 449-0044  
(518) 449-0047 (fax)

## CLAIMS APPENDIX

7. A method for subscription-based dynamic content updating, the method comprising:  
associating specialized content area of a web page currently being displayed at a client  
and having at a plurality of specialized content areas in a portal environment with a subscription  
for content therefore, the associating being based on the displayed specialized content area;  
automatically receiving a content update from a content provider in connection with said  
subscription during display of the web page; and  
automatically providing said content update for updating said specialized content area.
8. A method according to claim 7 and further comprising:  
creating said subscription on a publish/subscribe server; and  
storing said content update received from said publish/subscribe server in response to a  
publication received from said content provider and in connection with said subscription.
9. A method according to claim 7 and further comprising:  
dynamically generating said web page including said specialized content area; and  
providing said web page and a monitor operative to receive said content update and  
provide said content update for updating said specialized content area to a client computer.